

REMARKS

These remarks address the Examiner's notes in the Advisory Action dated 13
5 April 2006, and are provided herewith in accordance with an Interview held
between Applicant and the Examiner on 25 May 2006. By this Preliminary
Amendment, Applicant submits a set of amended claims. Applicant also
incorporates herein all of Applicant's comments submitted in Applicant's
amendment, dated 24 March 2006. Applicant's remarks herein are addressed to
10 the Examiner's note accompanying the Advisory Action referenced above;
Applicant's response to the Examiner's previous Office Action has been
incorporated herein, as set forth above and is not repeated at this point for the
sake of brevity.

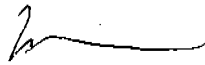
15 The Examiner is directed to the Williams reference. In view of the discussion
during the above cited Interview, Applicant's amended claims submitted herewith
clearly define subject matter which is patentable in view of the art of record.

In particular, Applicant claims that the invention performs the step of "associating
20 said user profile with one or more affinity groups, based on said user's profile
questions and corresponding answers; if an appropriate affinity group does not
exist, then creating at least one new affinity group associating said user profile
with said new affinity group..." The Applicant's claim also comprise "presenting a
particular subsequent segment of said sequence of questions to said user, the
25 selection of said subsequent segment to be influenced by at least one answer
received to a previously presented question in said sequence of questions and a
particular affinity group or combination of affinity groups to which said user profile
is associated..." The user profile is the result of the step of "creating a profile for
said user if a profile does not exist for said user, otherwise accessing an existing
30 profile for said user, and adding said segment of questions and corresponding
answers to said user profile..."

These aspects of the claimed invention, as set forth in Claim 1 are also reflected in amended independent Claims 30, 63, and 92.

5 In view of the foregoing, the claimed invention is deemed to be patentably distinct from the art of record and therefore, entitled to allowance. Accordingly, the Applicant respectfully requests that the Examiner to carefully consider the amended claims and withdraw her rejections, such that the application may issue as US letters patent. Should the Examiner deem it helpful, she is encouraged to
10 contact applicant's attorney, Michael A. Glenn at (650) 474-8400.

Respectfully submitted,



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